

Bye Bye de la pub

5th EDITION

Join the challenge!

Reach a captive, engaged audience during the TV event of the year
and show off your top advertising creative for a chance to win
up to \$75,000 in media visibility.



Prizes

1

First prize

Ad campaign worth **\$75,000***

2

Second prize

Ad campaign worth **\$50,000***

3

Third prize

Ad campaign worth **\$25,000***

*Winners may not transfer their prize to another commercial advertiser, except for non-profits and foundations approved by Radio-Canada.
PRICE RESTRICTIONS: Value based on a la carte rates. Subject to inventory availability. Includes all Radio-Canada platforms. Inventory guaranteed, but movable. Excludes the months of April, May, September and October. Radio-Canada reserves the right to exclude certain programs from this offer. Campaigns must run by December 25, 2023.

Entry Requirements

- Must be original creative (not broadcast in previous competitions).
- Co-branded creatives (in both the competition and evening presentation) are not eligible.
- If the advertiser has different creatives in the original and the *Bye bye* repeat, the message broadcast in the original will be eligible.
- Must have network reach.
- Spots must be of 15 or more seconds, including 30-second spots broken into three 10-second segments.
- Contracts for talent appearing in commercials must be valid through the end of the competition.
- Limit of one entry per brand. If an advertiser has multiple creatives for the same brand, these must be edited together into a single video for submission to the audience vote.
- All advertisers must complete the form below by October 14, 2022, to confirm their participation in the competition.

Entry Form

*See rules and details

2021 Results

The *Bye bye* holds the record for the most-watched show of all time on Quebec television!

MUST-WATCH TELEVISION

Almost **4.9 million** viewers tuned in for the original broadcast **up 4%** from 2021.

#1 IN MARKET SHARE

With a **93.1%** market share, ICI TÉLÉ was in a class of its own.

POPULAR ON OUR DIGITAL PLATFORMS

697,800 views.

Source (TV): Numeris (PPM), Quebec Franco, Dec. 31, 2021, vs. Dec. 31, 2020, Friday 11 p.m. to 12:18 a.m., A2+. Market share data based on the 35 commercial French-language channels. Source (Digital): Adobe Analytics, Dec. 31, 2021-Jan. 10, 2022, Radio-Canada.ca and ICI TOU.TV. Views = live + playback and full programs + clips. *Due to technical difficulties, Radio-Canada.ca live streaming results are underestimated.

Bye bye de la pub 2021 voting page

PAGE VIEWS

499,994

UNIQUE VISITORS

174,635

AVERAGE TIME SPENT PER VISITOR ON SITE

5:30

Audience Forecasts

	ORIGINAL	REPEAT
2+	4,762,100	963,600
Adults 25-54	1,822,500	275,100
Women 25-54	917,000	131,000
Men 25-54	905,600	144,300

BBM, Sp22/Sp21, BYE BYE (O)(P), THU., FRI. 11 p.m., 2021-12-31, 2020-12-31 | BBM, Sp22/Sp21, BYE BYE (R)(P), FRI., SAT. 9 p.m., 2022-01-01, 2021-01-01

The hosts of the Bye bye



Guylaine
Tremblay



Sarah Jeanne
Labrosse



Pierre Yves
Roy-Desmarais



Francois
Bellefeuille



Logistics

THE COMPETITION WILL BE HOSTED ON THE RADIO-CANADA.CA SITE AND ACCESSIBLE VIA THE BYE BYE 2022 PAGE.

THE COMPETITION PAGE WILL INCLUDE:

A video file for each advertiser entered in the competition.

CREATIVES WILL BE SHOWN IN RANDOM ORDER:

With priority given to Bye bye sponsors, followed by advertisers who paid to have their commercials air before midnight.

COMPETITION WINNERS WILL BE ANNOUNCED JANUARY 11, 2023, ON THE COMPETITION WEBSITE AND IN A NEWS RELEASE.

Delivery

- Spots must be delivered to and approved by CBC/Radio-Canada Advertising Standards via the usual procedure by no later than December 16, 2022.
- Talent fees must enable commercials to be streamed digitally through January 10, 2023.

Media Plan

CAMPAIGN ON RADIO-CANADA TV AND DIGITAL PLATFORMS
DECEMBER 19, 2022-JANUARY 8, 2023:

- Pre-campaign: December 19-31, 2022.
- CTA to vote: During the Bye bye broadcast.
- Get-out-the-vote campaign: January 1-8, 2023.

**POSTS ON ICI TÉLÉ AND RADIO-CANADA CONTEST
FACEBOOK PAGES**

MEDIA RELATIONS / ON-AIR INTEGRATIONS:

- Media Solutions B2B communications plan: Mentions in newsletter and on LinkedIn page.
- Media Solutions B2B agrees to share information about the competition with all its properties and platforms, before and after the competition, so that it can be mentioned in Radio-Canada programming. The decision whether to cover the competition rests with each editorial team.



Rules and details

CREATIVE AND APPROVAL PROCESS

Use of the *Bye bye* brand in any form (visual, verbal) by advertisers who are not official sponsors of the property is strictly forbidden. This includes, but is not limited to, *Le Bye bye*, *Bye bye 2022*, *La soirée du Bye bye* or any other reference to the *Bye bye* name.

Use of *Bye bye 2022* hosts as actors in commercials eligible for the *Bye bye de la pub* is permitted on condition that no imitation or parody is involved, subject to approval by Radio-Canada and the *Bye bye* production team to ensure there is no conflict with the show's production schedule or content.

Promotion

FROM JANUARY 1 TO 8, 2023, ADVERTISERS OR AGENCIES CAN PROMOTE THE COMPETITION AND ENCOURAGE VIEWERS TO VOTE FOR THEIR FAVOURITE COMMERCIALS.

ADVERTISERS OR AGENCIES MAY:

- Buy advertising space on any platform to drive participation in the competition and/or encourage the general public to vote for a commercial (creative is subject to approval, and failure to comply with the rules governing the use of the *Bye bye* brand and talent could result in disqualification).
- Promote the competition on their website and post the link to the competition website to encourage people to vote.
- Share Radio-Canada's posts about the competition on social media.
- Post a message on social media (with a link to the competition website) encouraging people to vote.
- Amplify their social media posts and/or use the services of influencers.
- Use the hashtags created by Radio-Canada for the *Bye bye* or *Bye bye de la pub*.

ADVERTISERS OR AGENCIES MAY NOT:

- Request the support of CBC & Radio-Canada Media Solutions production services for their promotional initiatives
- Use the competition or *Bye bye* logo or any other visual belonging to the property.

Guidance on *Bye bye de la pub* usage

DO'S

- Refer to the competition by its full name (*Bye bye de la pub*) or via hashtag (#BYEBYEPUB).
- Use a synonym when referring to the *Bye bye* broadcast (New Year's Eve special, year-end review, etc.).

EXAMPLES OF WHAT TO DO :

- Vote for your favourite *Bye bye de la pub* commercial.
- Check out our New Year's Eve commercial for the *Bye bye de la pub*.
- Help our commercial win the *Bye bye de la pub* competition! #BYEBYEPUB.

LANGUAGE REMINDER: *Bye bye de la pub* or BYE BYE DE LA PUB.

DON'TS :

- Refer to the *Bye bye* or *Bye bye 2022* broadcast or use the #BYEBYE/#BYEBYE2022 hashtags.

EXAMPLES OF WHAT NOT TO DO:

- Vote for your favourite *Bye bye 2022* commercial.
- Check out our #BYEBYE commercial.
- Help our #BYEBYE2022 commercial win the competition!